

ABSTRACT OF THE DISCLOSURE

The present invention provides a billing system for use in a content distribution service, in which a digital content requested by a user is provided to the user in accordance with a payment condition specified by the user without causing an unexpectedly high fee to be charged to the user. In retrieval of digital contents, digital contents are selected such that the total fee for the digital contents to be selected does not become greater than the sum of the maximum value indicated by a user profile table and the total discount value associated with selected advertisement information. In retrieval of advertisement information, advertisement information is selected such that the total fee for the selected digital contents does not become greater than the sum of the maximum value indicated by the user profile table and the total discount value associated with the additional information to be selected.